

From: [International Downtown Association](#)
To: [Kent Smith](#)
Subject: Open Forum Digest for Friday July 10, 2015
Date: Friday, July 10, 2015 9:34:52 PM



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Jul 10, 2015

started 4 days ago, [Chad Emerson](#) (1 reply)

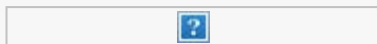
[Downtown Merchandise](#)



1. [Hi. I would strongly encourage you to find a...](#) Ron Redmond

started 21 days ago, [Chip ED](#) (4 replies)

[Ambassador Program Evaluation](#)



2. [Thanks for the input. I like the mystery...](#) Chip ED
3. [We compare contact and other activity data from...](#) Susan Fry

[top](#)

[next](#)

1. [Re: Downtown Merchandise](#)

[Reply All](#)



Jul 10, 2015 11:28 AM

[Ron Redmond](#)

Hi. I would strongly encourage you to find a local vendor who is willing to manage orders for you. About 20 years ago, our organization purchased a lot of t-shirts, hats, etc. because we receive some initial excitement/encouragement for items with our logo. We were stuck with an inventory that we eventually gave away! I still have a few 1000 jigsaw puzzles from 1995, if you're interested! My advice: have a vendor manage those requests and fulfill them on a case-by-case basis, or have the company take orders in advance and fulfill them. Don't get stuck with inventory that no one wants!

Ron Redmond
Executive Director

Church Street Marketplace District
Burlington VT
(802) 865-7254

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Original Message:
Sent: 07-04-2015 11:27
From: Chad Emerson
Subject: Downtown Merchandise

We've had an increasing number of residents and guests ask about purchasing merchandise such as t-shirts, coffee mugs, magnets, and the like with our logo and branding materials.

Two questions:

1. Does anyone have any recommendations on sourcing the merchandise?
2. Has anyone used an "on-demand" model for merchandise rather than an inventory model?

Thanks, Chad.

Chad Emerson
Chief Executive Officer
Downtown Huntsville, Inc.
Huntsville AL
256-701-0818

[top](#)

[previous](#) [next](#)

2. [Re: Ambassador Program Evaluation](#)

[Reply All](#)



Jul 10, 2015 10:52 AM

[Chip ED](#)

Thanks for the input.

I like the mystery shopper direction. It seems like many programs are evaluated by numbers of contacts, which we track. I'm really trying to determine how effective the contacts are at achieving the goals of the program. The most useful "data" we have been able to compile is surveys from the business owners.

Chip
Executive Director
Downtown Association of Santa Cruz
Santa Cruz CA
831-247-0317

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Original Message:
Sent: 06-19-2015 16:49
From: Chip
Subject: Ambassador Program Evaluation

I wonder if anyone has any insights to share on how (or if) they evaluate the effectiveness of their ambassadors, or other safety programs. Do you have any objective metrics? Surveys? Anything?

Thanks for any thoughts.

Chip ED
Executive Director
Downtown Association of Santa Cruz
Santa Cruz CA
831-247-0317

[top](#)[previous](#)

3. [Re: Ambassador Program Evaluation](#)

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Jul 10, 2015 10:52 AM

[Susan Fry](#)

We compare contact and other activity data from the weekly reports. We also ask the Property Owners about them in a yearly survey. We are reviewing the overall role and goals of the Ambassador Program however it is a valued program and does make a difference on the street!

We currently are also doing a "Strategic Security Roadmap Plan" working with a consultant for Downtown Denver. The goal is intended to provide an action plan to improve and connect existing resources and services Kate Barton in our office is the Project Manager for that process. kbarton@downtowndenver.com

For anyone going to IDA San Francisco - there is a group of us that may convene a discussion about Downtown Safety Strategies. Stay Tuned for that!

Susan Fry
Operations Manager
Downtown Denver Partnership, Inc.
Denver CO
(303) 534-6161

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Original Message:
Sent: 07-09-2015 15:57
From: Mark Lammon
Subject: Ambassador Program Evaluation

Many of the programs that we operate engage in a mystery shopper program to provide some outside objective feedback.

Mark Lammon
Block By Block
Louisville KY

(502) 634-6660

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